

Beatrix Farrand Society Publications & Publicity Committee Report
August 4, 2012

Committee

Judith Tankard: Chair & Executive Representative

Lois Berg Stack: Press Releases

Shirley Beccue: Webmaster

Scott Koniecko

BFSN Last call for Fall 2012 BFSN. Please submit story ideas, photos, and reports by August 15. Thanks. Jim Fuchs is updating the Mailing List for the Fall Mailing to include members who have joined or renewed since Spring 2012.

Press Releases Lois continues to prepare outstanding Press Release for all programs and events. These are sent to local news media and posted on our website under Press Room. She also placed a paid ad in Out & About as authorized by the Board.

Facebook We now have over 50 people who have joined the BFS Facebook Group. Weekly updates are posted regarding lectures, events, and Open Days.

Publicity A record number of articles have mentioned Garland Farm this summer. In most cases the BFS provided information and/or photographs for these articles.

Travel article on Maine Coast, *Elle Décor* (July/August 2012)

AP wire-service travel article on Maine Gardens by Beth Harpaz (July 2012) was picked up by dozens of newspapers nationwide, including the San Francisco Chronicle, Atlanta Journal Constitution, Hawaii Herald Tribune, Washington Post, Huffington Post and many local and national spots (article is posted on our website).

Illustrated article on the Satterlee Exhibition in *The Islander* by Earl Brechlin on July 26, 2012 (article is posted on our website and on www.fenceviewer.com).

Forthcoming article in *Garden Design Magazine* about Farrand's gardens at Bellefield, Dumbarton Oaks Park, and Garland Farm.

Public Relations and Permissions Requests We continue to receive many requests for information on BF, visiting Garland Farm, photo permissions, and other topics via the Contact Us link on the website. Link has been revised to accommodate specific types of queries (Programs, Visits, Volunteering, Membership, Library, and Photo Permissions).

Requests for photos have been received from The Mount, Litchfield (GCA) Garden Club, and an author preparing a young adult book on women landscape architects and architects. No fees are charged to Non-Profit organizations.

We supplied photo of BF for new edition of *Mr Rockefeller's Roads* by Ann Rockefeller Roberts (copy of book donated to BFS Library in lieu of permissions fee)

Website The website is updated several times a week. Check the links on the Home Page for upcoming BFS programs and other news of interest. The new handouts are now posted on the Learn More tab of the website. Shirley recently launched the first BFS e-News. Please sign up on the website to receive these mailings.